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# USDA Inside USDA Information

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## NEWS THIS WEEK

Final structures meeting...an interesting wheel of facts... questions from the SCS inf conference...lots of personnel news and some recruiting announcements...and a dash or two of this and that. Keep readin'.

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## FINAL STRUCTURES MEET

A wide range of national organizations provided panelists for the final hearing on the structure of American agriculture this week.

The next step is to analyze the information, recommendations and opinions offered at all meetings (there were 11 of them) and feed that into a data bank which will be the repository for specific information developed through research conducted by USDA and other farm and rural life authorities on structure.

Any recommendations for changes are to be made ready by the time Congress takes up the 1981 farm bill or drafts any major new tax, credit or regulatory legislation.

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## JUST QUESTIONS... NO ANSWERS

We've mentioned before that SCS inf officers were to meet this week at the U. of Maryland. Discussion questions they bounced around might interest others...after a little paraphrasing.

For instance...is the inf workload increasing? What new jobs are inf people getting? Where and how can inf people get more help? Are there low-cost or free sources of help available? How do you sell your boss on the need for additional help particularly in a time of tight budgets? What kind of help do we need most?

On budget related problems...should all inf offices have an annual budget? What are the alternatives? Should inf officers have to justify each project or campaign as it comes along? What items should a budget include? If you have a budget, how do you handle unforeseen needs or commitments?

Does inf suffer from poor internal communications? Do communications break down most often between headquarters shops and the field? If so, how can we avoid that? How much do internal letters help?



On careers...is inf truly a career? What are promotion possibilities? Is there a career ladder that works? Can inf people ever move to another kind of job? Do field inf people want to move to headquarters...or vice versa?

Finally...what is the preferred education and experience for an inf person? What kind of education makes an inf officer promotable? Should we set rules for hiring? What kind? Do we really need pros or should our bosses--like the author of "Up the Organization"--fire the PR man first? Is the inf person a second class citizen in an organization dominated by other disciplines? What can be done about the situation if that's so?

If we can get Hubert Kelley cornered someday, we'll see if his group came up with any answers the rest of us might use.

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#### WHEEL AND DEAL THE FACTS

Allen Paul, prexy of the Agricultural Council of America, sent us an interesting gimmick the other day. It's a "food globe"--a disk that allows you to compare food performance of the U.S. with six other major countries around the world.

For example...if you wanta compare U.S. with Australia, you just shift the wheel around and you find that down under 6% of the population is involved in agriculture compared to 2% in our country. (A footnote explains that that's the percentage of economically active population...farmers, ranchers, forestry, hunting and fishing.)

If you haven't seen one of the "globes," get in touch with Allen at P.O. Box 23421, Washington, D.C. 20024 or call him at (202) 466-3100.

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#### FED-STATE RELATIONS

Roger Sandman, GPA, announced this week that Greg Carnill on May 1 will join GPA's Intergovernmental Affairs shop on a 1-year IPA. Greg has been the Madera County (Calif.) Director of Extension and will be working a dual role here involving Federal-State relations and national defense planning.

Roger also sent us dates of upcoming regional meetings of the National Assoc. of State Depts. of Ag. The meetings are being held to prepare policy statements and to address regional issues before a national meeting next November in Las Cruces, N.M.

Dates and host cities are: June 15-19, San Juan, P.R.; June 29-July 2, Absecon, N.J.; July 20-23, West Lafayette, Ind.; Aug. 17-21, Honolulu, Hawaii.

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#### ACE PLANS FOR BERKELEY

Speaking of meetings...those of you who are members of ACE (Agricultural Communicators in Education) received announcements and registration forms for this summer's national meeting in Berkeley. Dates are July 13-17.

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SO THIS IS NEWS?

In a roundabout way, we hear that Rollie Graham, retired U. of Nebraska, returned recently from 6 weeks in Somalia. There one of his tasks was to tour the rougher area of the country giving training on communication methods. About half of the Somalians got sick during the trip...Rollie held on, however, and continued his work. As a result, the Somalians nicknamed him "a tough old bird."

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AN UNTITLED ITEM...

Another bit of scuttlebutt has it that Al Senter, GPA, is running a printing course at the USDA Graduate School. All his students are women. (We had a rough time getting a head for this item.)

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FOR VIDEO TRAINING

From Cornell and Shirley White, we received an announcement of a 9-week video communication instruction course to be offered through the Dept. of Comm Arts this summer. Involved will be visual theory and principles combined with practical application. It's possible to earn as much as three credit hours for the course...at a cost of \$125 per credit hour.

If interested, contact Shirley at Communication Arts Grad Center, 640 Stewart Ave., Ithaca, N.Y. 14850 or call her at (607) 256-6500.

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NEW KIDS ON THE BLOCK

New inf director for the Agricultural Marketing Service is Lewis C. Brodsky. Lew comes to USDA from the public affairs office of the Army Reserve. He's also a past faculty member of the Television Center, City University of New York and spent two seasons with ABC-TV.

Margrethe (Meg) Ravnholt has joined the Farmers Home Administration inf staff. She came to USDA from the U.S. Census Bureau and has served on the press staffs of a couple of Senators.

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FROM THE BIG APPLE

A visitor last week was Susan Sperling of the New York regional office. She was in town to discuss the "Conveyer," that Federal Grain Inspection Service newsletter we told you about some time ago, and also to check on other FGIS matters.

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AH...SPRING!

If you're from around D.C., you've been impressed again this spring by the beauty of the place...from the cherry blossoms around the Tidal Basin to the dogwoods and azaleas almost everywhere. If you're not from around D.C., particularly from the Midwest, you can have the same look-see by following the guide we received from the U. of Illinois last week.

Called "Dwarf Shrubs for the Midwest," the booklet is another of the fabulous landscaping publications from Illinois. You can get your copy for \$7 from the Office of Agri. Publications, 123 Mumford Hall, Urbana 61801. If you really want to get fancy, you can get a clothbound copy from the U. of Illinois press for \$20.

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NOT JUST FOR KIDS

Another nifty item came from Vic Stephen, Cornell U., or Jim Griffith, same place...we can't tell for sure. Anyhow, it's the newsletter called "Vision," number 39. And this issue is devoted to making puppets as a means of conveying information in a pleasurable manner. Probably either Vic or Jim will send you a copy if you write for one.

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BACK ON THE JOB

While on military duty early last winter, Paul Donovan, Oklahoma State U., suffered some heart problems. After several weeks of rest, he's now back on the job..."doing fine."

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MORE ON THE TEXAS JOB

Since telling you of Bill Tedrick's move at Texas A&M U., we received the official vacancy announcement of the position from Dan Pfannstiel, extension director there. If you apply, you may want to refer to announcement #1153.

Qualifications require a master's degree...PhD preferred...in communication or related field, agriculture, home economics, educational administration; minimum of 5 years relevant experience required...understanding of the extension, research and teaching functions...demonstrated administrative competency and knowledge and capabilities of applying communication theory and process to interpersonal and mass communication.

Apply to Delbert O. Black, Personnel Officer, Texas Ag Extension Service, 104K System Administration Bldg., College Station 77843.

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VISUAL MINDED?  
TRY N.D.

North Dakota State U. is looking for an extension communication associate in visuals to replace Matt Lanz. This is a 100% extension appointment, eligible for health and life insurance and civil service retirement. If the successful candidate has a master's degree, he or she also will be eligible for faculty rank and tenure.

Send applications to F.C. Humphrey, asst. director for ag comm., N.D. Cooperative Extension Service, 113 Morrill Hall, N.D. State, Fargo 58105. Phone: (701) 237-7881. Deadline: May 9.

Essential is a bachelor's in art or graphic arts with a minor in communication...1 year of experience in visual production.

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OR WRITE FOR MINN.

The U. of Minnesota is looking for an extension communicator (news) agricultural writer. Person hired will report and write ag news and features...no classroom teaching involved. Required are 2-5 years writing experience, preferably in agriculture. Also a bachelor's degree is required, with a master's preferred.

If interested, write William A. Milbrath, 240 Coffey Hall, U. of Minn., St. Paul 55108. Or call (612) 373-1865. Application deadline is May 30.

